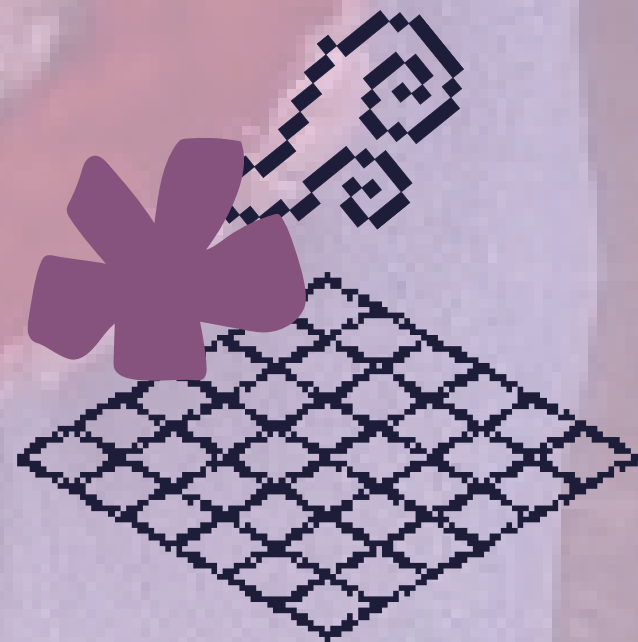


HUNKNEEBUNKNEE



TUFTING TO CREATE SAFE SPACES,
BUILDING COMMUNITY, AND
EMPOWERING CREATIVITY
THROUGH ETHICAL TEXTILES.



HUNKNEEBUNKNEE

PROBLEM STATEMENT

The Need for Creative and Inclusive Spaces

Lack of accessible, creative outlets for individuals, particularly women and neurodiverse people, to express themselves and connect.

**Limited awareness and availability of therapeutic textile arts like tufting.
Growing demand for sustainable, handmade products and learning experiences.**





OUR MISSION

At Hunkneebunknee, we aim to:

- Empower communities by providing inclusive, creative spaces.
- Promote sustainability by using ethical, independent materials.
- Foster creativity by making tufting and textile arts accessible for all.

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WHAT WE OFFER

Tufting Workshops:

- Hands-on classes every other Saturday at 92 Degrees, Myrtle Street.
- Six-week tufting pillow courses at Rough Trade Liverpool.
- Wellness tufting events combining mindfulness practices like Pilates.
- Plans to offer virtual sessions to reach a broader audience.

Handmade Tufted Products & Commissions:

- Bespoke items like the Sacred Hearts Bag and Shooting Stars Coin Purse.
- Commissioned tufted products tailored to client needs.

Activity Packs & Subscription Boxes:

- DIY tufting kits for at-home use, perfect as gifts or personal projects.
- Plans to introduce subscription boxes for recurring creativity, such as knitted/tufted scarves.

Collaborative Partnerships:

- Collaborations with local businesses, nonprofits, and creatives.
- A future platform for small creatives to host their workshops and gro





BUSINESS MODEL

Revenue Streams:

- Workshop tickets (£65 per attendee for 6-week courses).
- Sales of bespoke products, commissions, and activity packs.
- Partnerships and sponsored collaborations.

Target Audience:

- Women aged 25-40 interested in wellness, sustainability, and creativity.
- Neurodiverse individuals and those seeking therapeutic creative outlets.
- Local communities and gift-seekers looking for unique handmade items.





OUR GROWTH VISION

Expanding Hunkneebunknee's Impact:

Workshops & Space:

- Open a dedicated venue to host workshops and create a hub for creatives.
- Develop and expand workshop themes to cater to diverse audiences.

Materials & Tools:

- Invest in tufting guns to offer advanced techniques and expand product options.





OUR GROWTH VISION

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Freelancer Opportunities:

Hire creatives for workshops and commission work, ensuring fair profits for others.

Use the platform to mentor and uplift small creatives, offering them opportunities to host workshops and grow their brands.

Marketing & Outreach:

Leverage paid advertising to increase visibility and workshop attendance.

Develop partnerships with brands and influencers to expand reach.

Virtual & Subscription Offerings:

Introduce virtual tufting sessions to cater to a global audience.

Launch subscription boxes for consistent engagement and revenue.



MARKETING STRATEGY

Connecting Through Creativity

Paid Advertising

- Invest in targeted ads to boost workshop sign-ups and product sales.
- Social Media Engagement:
- Showcase the tufting process, finished commissions, and testimonials.
- Promote DIY kits and workshops as unique gift options.

Collaborations:

- Partner with local businesses, nonprofits, and influencers to expand reach.

Events & Networking:

- Host Network meetups to connect women creatives.
- Expand community workshops and partnership event



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IMPACT & COMMUNITY

- **Creating a Ripple Effect**
- **Inspired countless participants to explore tufting as therapy and art.**
- **Fostered a supportive network of creatives through mentoring and partnerships.**
- **Plans to scale impact by creating a hub where others can thrive and grow.**

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CALL TO ACTION



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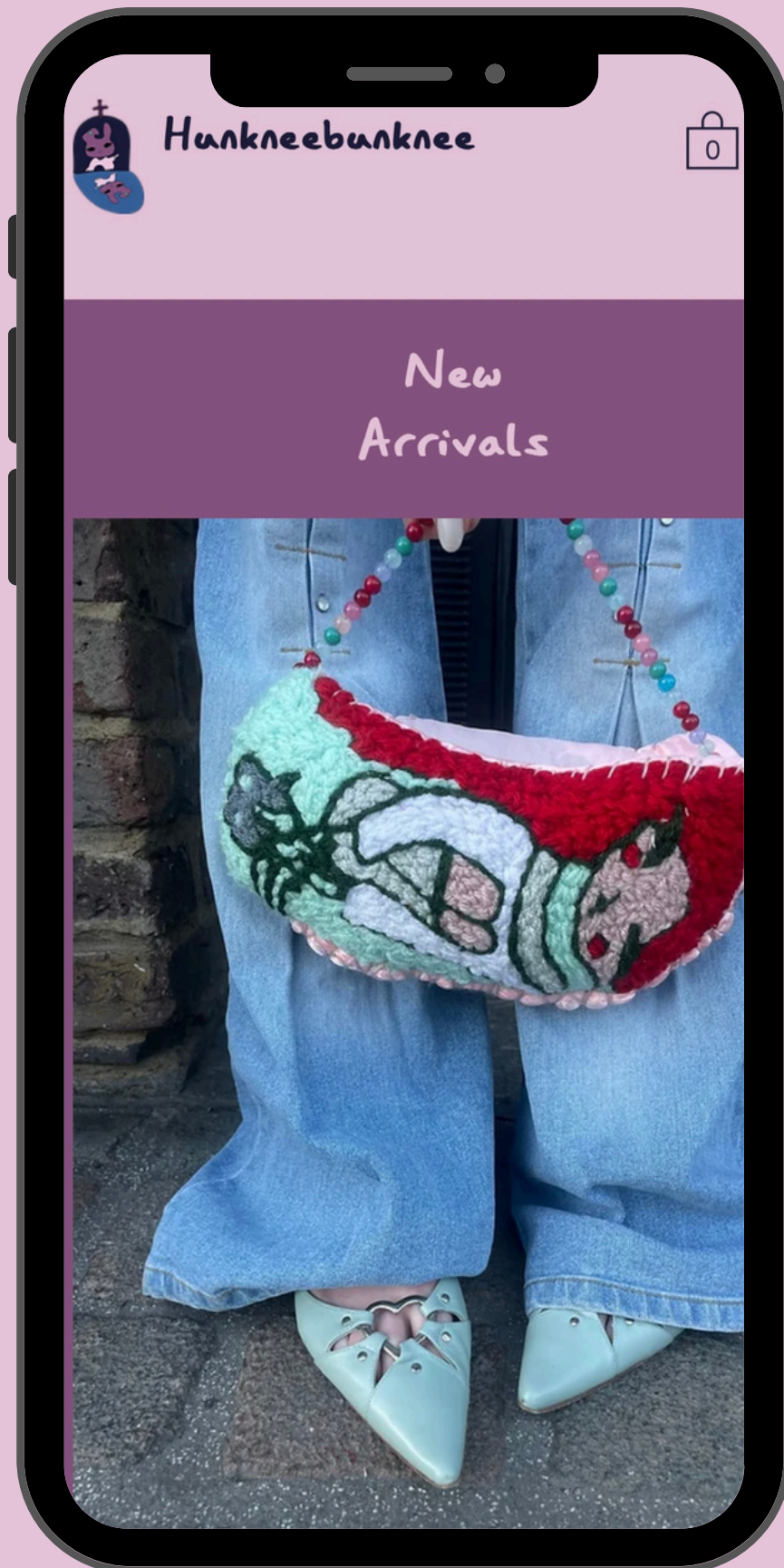
Join Us on This Creative Journey!

Attend a workshop and experience the joy of tufting.

Partner with us to create impactful events and expand our reach.

Support our vision to establish a space for community and creativity.





LET'S CONNECT



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